

**Tourism Board Meeting  
May 12, 2005  
Comfort Inn Meeting Room**

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**Board Members Present:** Phil Mays, Jimmy Farlow, Tim Mantooth, Anil Patel, Laurie Moran and Wayne Oakes

**Board Members Absent:** Lawrence McFall, Anne Moore and Dale Castiglione

**Others in attendance:** Rosalee Maxwell and Julie Allen

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Phil Mays called the meeting to order after a presentation by Marc Adelman, Director of Transportation Services for Danville. Marc outlined the transportation offerings including the Reserve a Ride and Trolley services which could be of interest to tourists.

Jimmy Farlow moved to approve the minutes of the April meeting and Wayne Oakes seconded. The motion carried.

**Committee Reports:**

**Communications Committee:** The filming for the City Manager's Report with Chuck Vipperman and Rosalee Maxwell went well. The Register and Bee's tab, which was distributed on April 29, was a nice piece for Art on the Lawn. Due to weather, Art on the Lawn was moved from Saturday, April 30, to Sunday, May 1 so the radio remote was changed to promotion spots; the event was very well attended even with the date change. The WAKG radio remotes for the Fridays at the Crossing (May 6) and the Tank Museum (May 7) went smoothly with segments on visiting what's in your backyard. The committee is working on an independent publication, Destination Danville, which will focus on tourism and events. Cyndee Perdue Moore is the project coordinator.

**Historical Committee:** There is no new report at this time.

**Attraction Committee:** There is no new report at this time.

**Hotel Committee:** There is no new report at this time.

**Restaurant Committee:** The Restaurant Committee is working on obtaining members.

**Budget Committee:** There is no new report at this time.

**New Business –**

- Packaging & Co-op meeting: Hotels and attractions met about co-op advertising opportunities and package development. Tour itineraries need to be explored and offered

to state and regional Welcome Center staffs and phone information operators. It is important to educate the tourism industry of our tourism assets.

- Upcoming events: Festival in the Park is this weekend. The SATS event is at the airport June 5-7.
- Coffee service: The coffee service will be offered on major holiday travel weekends. Thank you to all who have supported this effort.
- Welcome Center displays: In an effort to stimulate visitor interest in Danville, display opportunities may be offered at the Welcome Center. During the discussion, a suggestion was made to develop guidelines for space requirements, subject matter, etc.

#### **Old Business –**

- Concert series: The announcement of the Harvest Jubilee Concert Series will be made as soon as the last contract is received. Tickets will go on sale June 1.
- Survey: A survey of Festival in the Park attendees will be conducted by National College of Business & Technology students. Surveys will also be distributed to the vendors.
- Sign project updates (three separate programs): (1) The site plans for the Crossing logo signs at Goodyear Blvd off of the 29 Expressway have been submitted to VDOT. (2) The application for the Welcome Center signage, off Route 58, has been assigned to a field rep to develop a price quote for the signs. (3) Lawrence McFall is working on the locations for the historic district signage.

Note: Wayfinding signage, a test bed program of VDOT, is currently focused on Jamestown for the 2007 celebration. At a later date, not available at this time, criteria may be developed to offer the program in other areas.

- Advertising: An update will be presented at the June meeting.
- Mural project: Downtown Danville Association will make a presentation at the City Council work session on June 7. The Virginia Commission of the Arts approved the project to receive a grant award. The committee is searching for funding.

Meeting adjourned.

***The next Tourism Board meeting will be held on June 9 at 3:30 p.m. in the City Hall Board Room.***